



Through the kind support of **Yello Media Group**, **Hear The Children's Cry** has been able to make a powerful impact upon the lives of **children and their families in Jamaica**, and by extension, the wider Caribbean region.

The following are among our major successes:

NAMING & SPEARHEADING THE CREATION OF JAMAICA'S ANANDA ALERT RAPID RESPONSE SYSTEM FOR MISSING & ABDUCTED CHILDREN

This life saving System honours the memory of Hear The Children's Cry protégée Ananda Dean. Eleven year old Ananda was abducted and murdered in 2008. The 2009 Jamaican initiative served as a model for other Caribbean nations.



Ananda Dean

ESTABLISHMENT OF THE MISSING CHILDREN'S SUPPORT PROGRAMME

This has enabled the provision of the following:

- ✓ **Free Child & Family Counseling**, with over 6,000 in- person sessions conducted
- ✓ **Telephone Interviews & Counseling**, involving over 20,000 parents and family members
- ✓ **Schools' Safety Programme**, with presentations to over 130 schools island wide, and involving tens of thousands of children.
- ✓ **Parenting Workshops**, in collaboration with schools' PTA's with close to 30,000 parents impacted.
- ✓ **Positioning of Hear The Children's Cry as the only Jamaican NGO dedicated to the problem of missing and abducted children, and the repository and clearinghouse for facts, figures, trends and implications re: missing children.**



Yello Media Group Executives take an active part in advocacy, child safety, public education and critical programme support for Jamaican children. From left are: Group Executive Director Ian Neita; former Marketing Managers Tshani Jaja and Cecelia Bell, and Acting CEO Jamaica, David Roberts with Child Advocate Mary Clarke (centre) and Betty Ann Blaine, Founder, Hear The Children's Cry

INTRODUCTION & MANAGEMENT OF RUNAWAY PREVENTION PROGRAMME: “LET’S TALK:DON’T WALK”

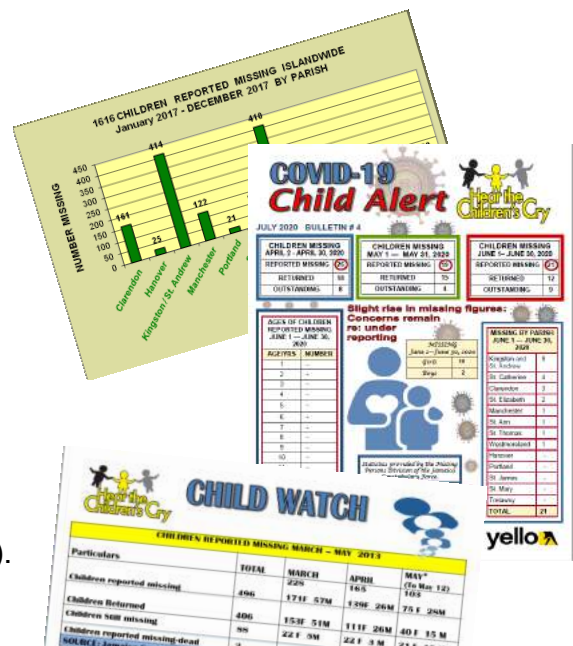
This provides the following:

- ✓ **Community, home and school visits** with parents, children, and school personnel
- ✓ **Special Focus on Habitual Runaways** offering family and child counseling, child monitoring and communication with teachers and guidance counselors.
- ✓ **Ensuring that children return to school and achieve graduation**
- ✓ **Seeking to Reduce Number of Runaways**

IMPACTING THE NATION & THE REGION

Through the provision of:

- ✓ Research, documentation and models
- ✓ Publications – News Releases, Opinion Pieces on Child Protection & Promotion, Newsletters, Radio & TV Outreaches and Public Education on Social Media (Facebook, Twitter, Instagram)
- ✓ Enabling networking as the first Caribbean organization to be made a member of the Global Missing Children’s Network (GMCN).





Above, Yello staffers devote their Labour Day project to making the streets safer for children by refreshing pedestrian crossings.



Right: Yello features in the Gleaner's tribute to positive corporate responsibility

Below, another Gleaner clipping

Above: David Roberts welcomes visitors at the joint ICMEC-Facebook Missing Children Regional Training Workshop for personnel in law enforcement and other stakeholder agencies. The Yello Media Group and Hear The Children's Cry were instrumental in bringing the event to Jamaica. It focused on strategies and solutions.



Ayanna Kirton (second right), marketing manager for the Jamaica Yellow Pages (JYP) embraces her colleague Andrea Harrisingh, digital fulfilment supervisor of the company, while child advocate and founder of Hear The Children's Cry Betty Ann Blaine (left) and Caroline Humer, senior executive with the International Centre for Missing and Exploited Children, look on.

Corporate Hands | Yello Looks Out For Children

Gleaner Thursday | October 12, 2017 |



Contributed

The Yello Media Group has been dedicated to helping to alleviate the problem of missing and abducted children in Jamaica. Since the abduction and murder of Ananda Dean in 2008, Yello has supported Hear The Children's Cry's (HTCC's) Missing Children's Support Programme. Yello continues to sponsor HTCC's national Schools Safety Programme, designed to teach children at the primary level how to protect themselves. In celebration of Child Month this past May, HTCC and Yello participated in Children's Day at Half-Way Tree Primary School, providing motivational tips for the children and handing out tokens to the children who sat the GSAT examinations. These students of the Half Way Tree Primary School won quiz gifts from Tshani JaJa, marketing manager, Yello Media Group, when she visited the school with a child safety team during Child Month 2017.

Right, Yello gift bags bring Christmas smiles to dozens of new mothers at Victoria Jubilee Maternity Hospital

